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Comfort



**THE MOST VALUABLE ASSET
ANY HOUSE CAN HAVE**

THE SURETY PLAN

EAGLE - PICHER

Since 1843, a wide variety of Eagle products have been manufactured for home and commercial use. For nearly a century of continued business activity, these products have met our customers' expectations with the utmost satisfaction. Only complete confidence in a manufacturer's products can account for this outstanding record, which has led to the recognition of the name "Eagle-Picher" as synonymous with dependability.

It is the purpose of this book to present, in usable form, information regarding Eagle Home Insulation. However, it is too much to expect that any book can contain specific information regarding every requirement of every home. Only a skilled insulation man can determine your exact insulation needs. The contractor who furnished you this book will be glad to send a representative to discuss with you the many advantages that Eagle Insulation can bring to your home.

EAGLE
INSULATION

FOR
HOMES
AND BUILDINGS

EAGLE-PICHER PLANTS



Hillsboro, Illinois



Argo, Illinois



Joplin, Missouri



Galena, Kansas



Picher, Oklahoma



E. St. Louis, Illinois



Newark, New Jersey



Cincinnati, Ohio



Comfort

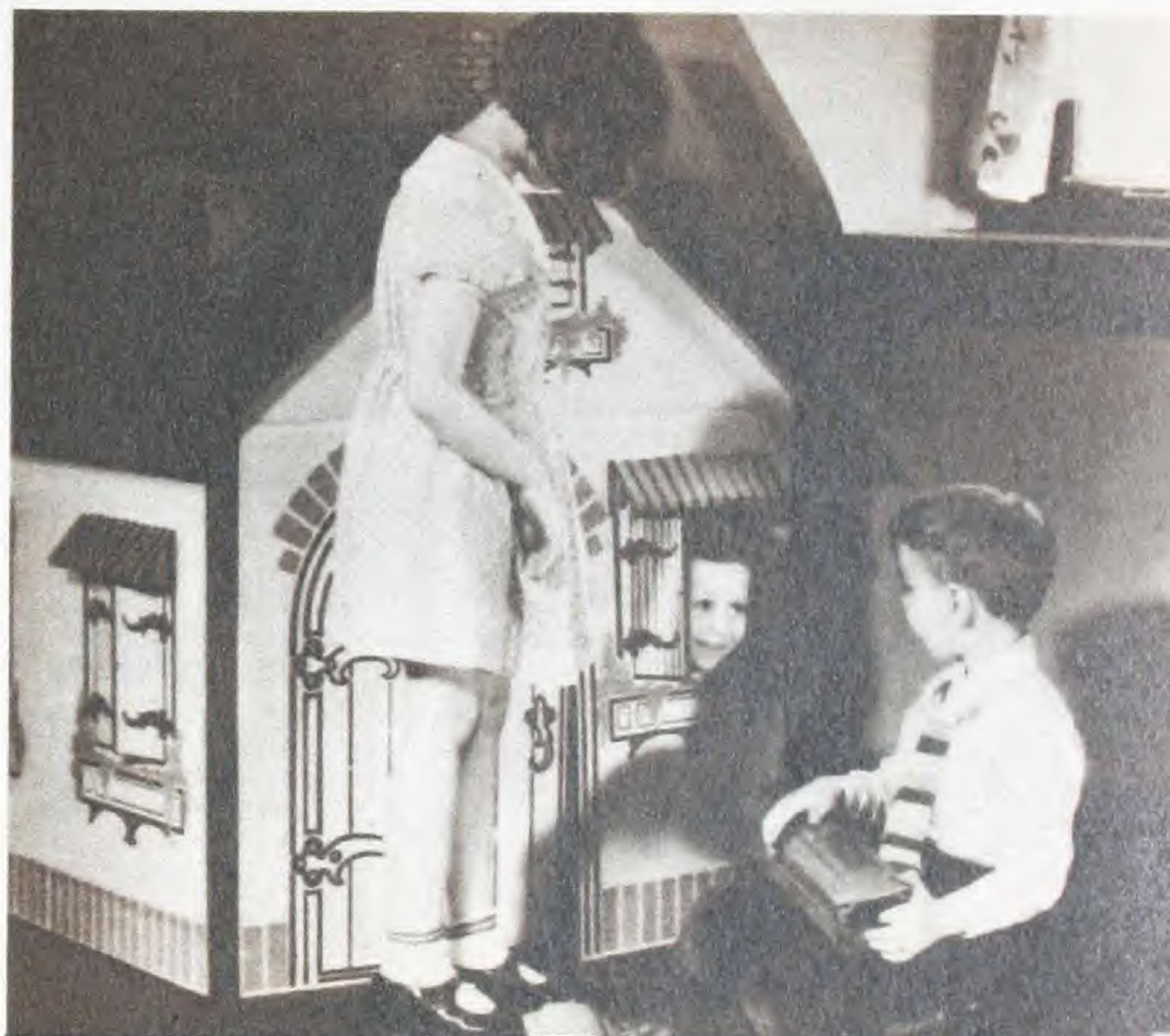
MOST VALUABLE SINGLE ASSET ANY HOME CAN HAVE

● What do you think is the greatest single asset any home can have? Is it fire protection, beauty, size? Or is it comfort—coolness in summer and warmth in winter?

Having asked this question many times, we are confident that we know the answer you will give—comfort. A lot of other things are important, but when you select the one most valuable asset, there is no question about the decision.

A home that is cool in summer and warm in winter is the one thing most people would like to own. And imagine the pleasure it would give you! Refreshing sleep would be yours on the hottest night. Friends could come over on the hottest day and never complain about the heat. There would be no drafts in winter, no “cold spots”. Every room would heat up uniformly. You would have a truly delightful place in which to live and entertain—one that would really measure up to the full meaning of the word “home”.

In the past, it was almost impossible to build this feature into a home. Or, to be more accurate, we should say that the expense was terrific, because no low-cost material had been developed that would do an adequate job. Science, however, has solved the problem with insulation—modern insulation—that can be installed quickly and easily—without altering the lines of the house or creating any muss or fuss.



Can children play with their friends in the attic on hot days? On cold days is the temperature unhealthy?



In summer, does every room in your home contain the refreshing coolness so essential to complete relaxation?

How and Why

INSULATION ANSWERS THE COMFORT PROBLEM



The heat has driven this family out of the house—from the frying pan into the fire. If the home were only effectively insulated, they could go inside and forget the sweltering heat of the outdoor air!

● Houses, in general, are constructed with thin walls, separated only by a hollow space, usually $3\frac{5}{8}$ " thick. Contrary to common belief, this hollow space does not serve as insulation, for it readily permits cold or warm air currents to penetrate the entire wall. The result is obvious. Cold air comes in during winter. With this circulation going on unchecked or uncontrolled, the source of many costly heating problems is apparent.

A similar circulation of air takes place during the summer. Hot air, coming in through the walls from the outside, heats up the entire house. While all this is going on through walls, the sun is beating down on the roof and doing even more to increase discomfort. That is why upstairs bedrooms are so frequently hotter than outside.

The remedy for this discomfort lies in making walls and roofs heat-tight so that heat will be kept where it belongs throughout the year—inside in winter—outside in summer. This sounds like a difficult job, especially for a house already constructed. But it is really

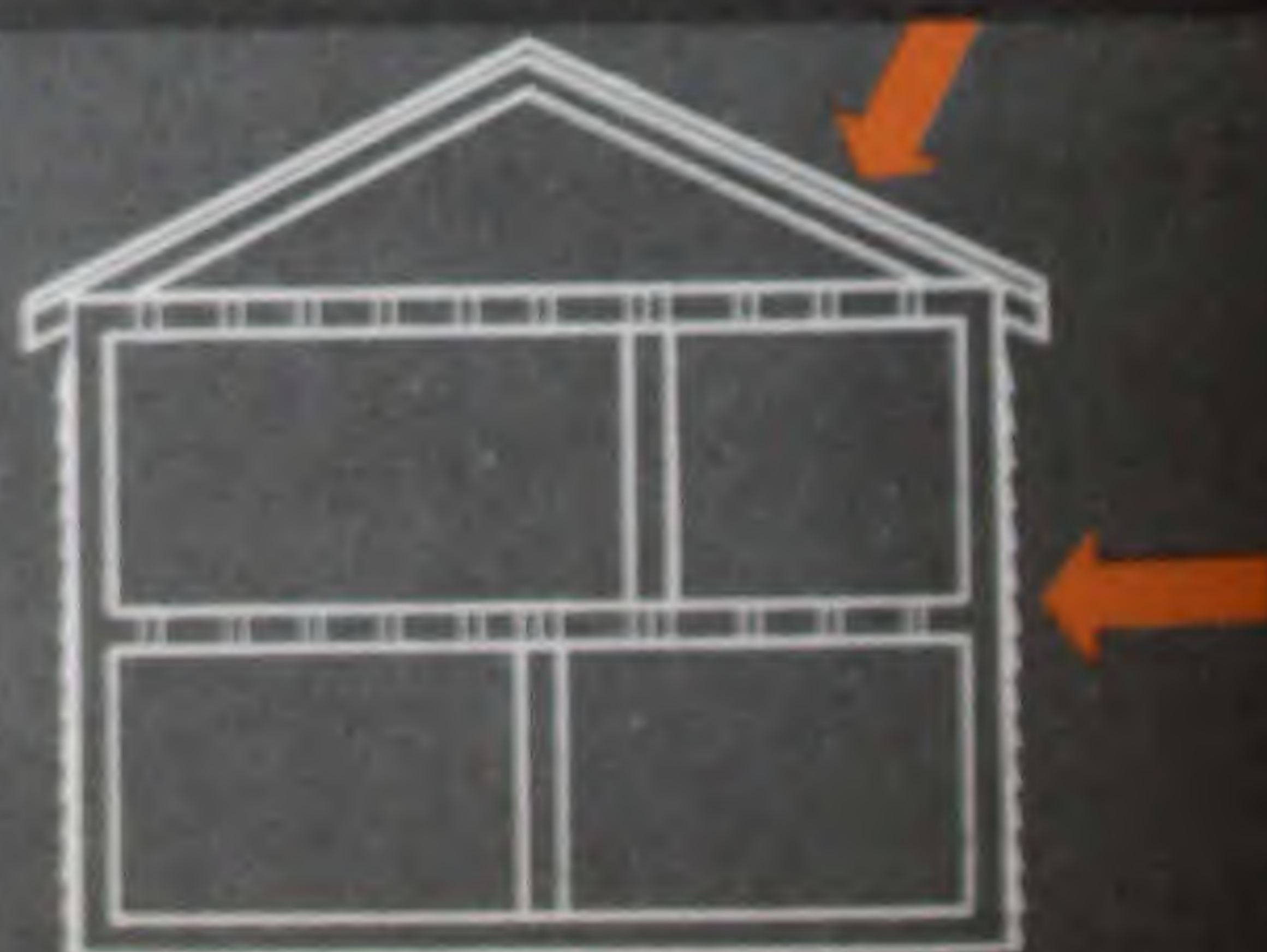
WHY INSULATION IS NEEDED

Here's why your house needs insulation. And why Eagle Insulation meets that need most effectively.



CAUSE OF DISCOMFORT

Only two thin walls and a roof protect you from the outside elements . . . hot and cold weather.





very simple. The hollow space between the inner and outer wall, as well as the space between attic joists or rafters is already there. It is merely a question of filling these spaces with a material that will offer high resistance to heat-flow—one that can be applied without alterations.

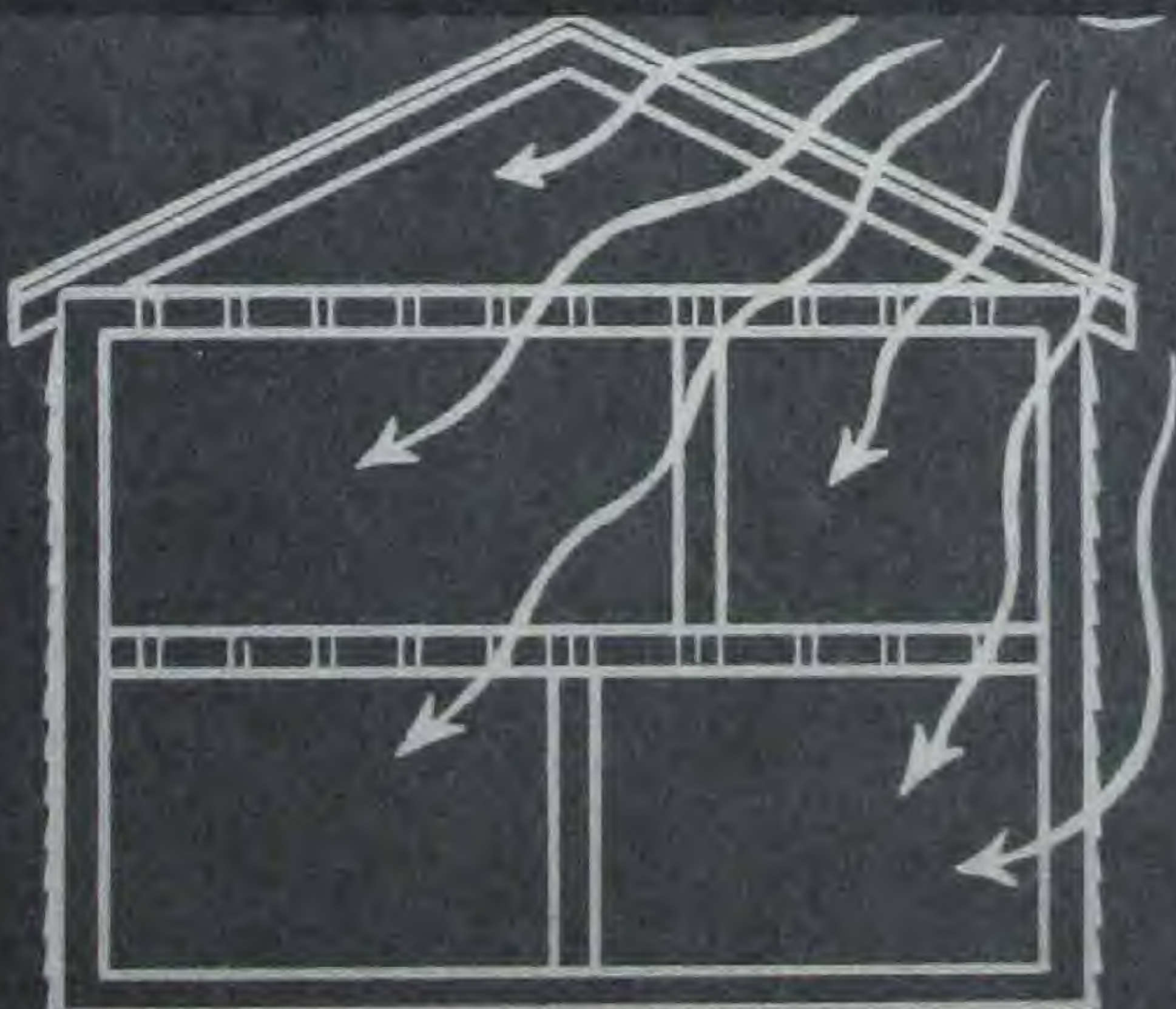
Only one type of insulation makes this possible. It is called "fill" insulation, and it measures up to the true meaning of the word. Applied pneumatically, it *fills* every inch of the hollow space in walls and attic floors and gives maximum results.

There are many kinds of fill insulation, each having advantages and disadvantages. Yet, it is not difficult to select the one which is best. To do this, it is only necessary to set up some kind of standard—a measuring stick. Compare the various kinds of fill to this standard—and then let the chips fall where they may.

No more sleepless nights in stifling bedrooms once roofs and walls are filled with thick, efficient "fill" insulation.

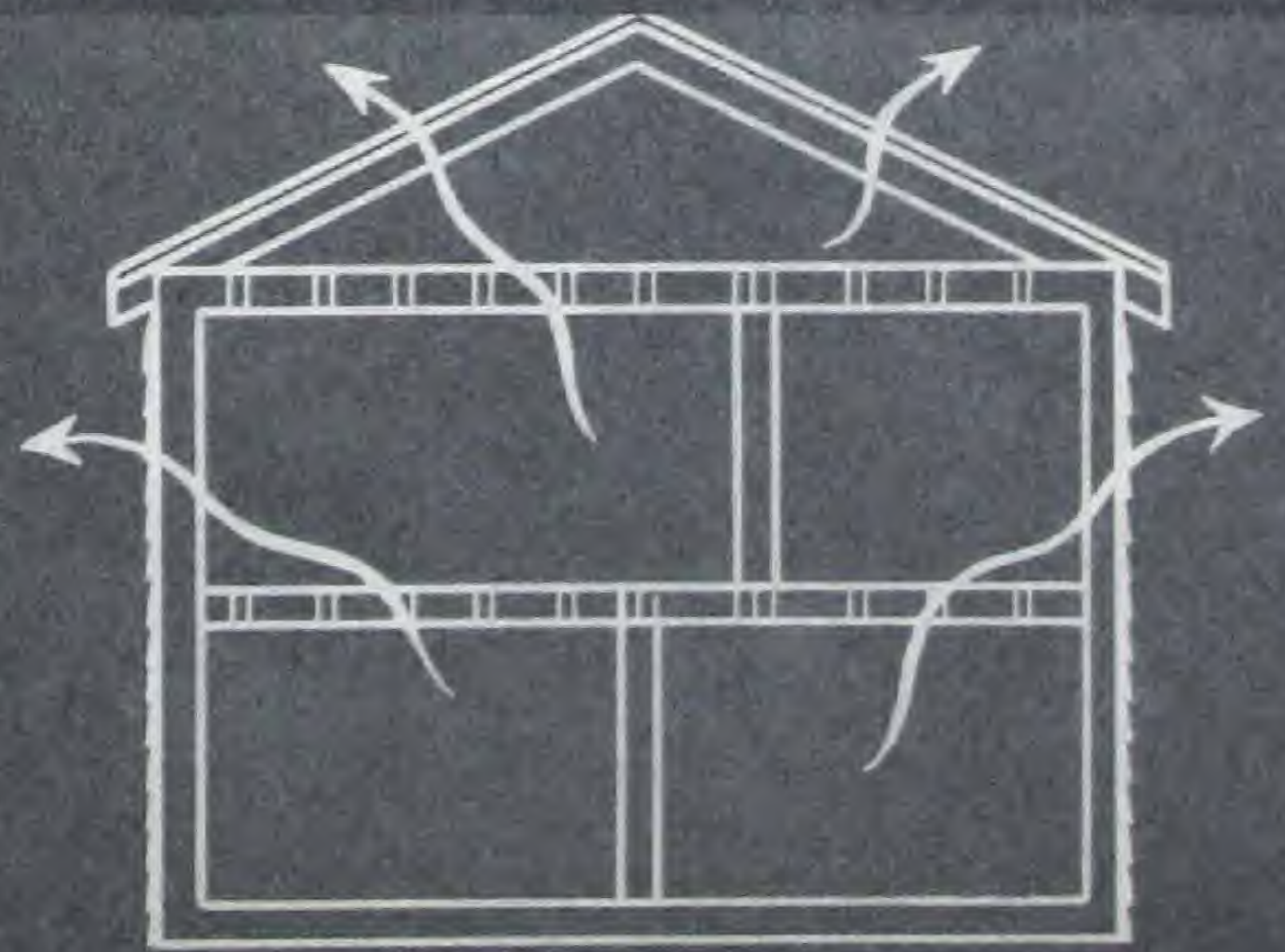
WHAT HAPPENS IN SUMMER

Heat seeps through walls and roof. Entire house becomes unbearably hot and uncomfortable.



WHAT HAPPENS IN WINTER

Warm air goes outside. Cold air comes inside. Virtually all rooms become cold, drafty, hard to heat.



Practically all materials offer some resistance to the flow of heat, but in selecting insulation you should endeavor to find the one which offers the maximum resistance, the one having lowest conductivity. The conductivity of a material is largely governed by the number of "dead" air cells it contains to the unit volume. Each of these little "pockets" of air makes it increasingly difficult for heat to penetrate the total thickness of the material, for each must be heated in sequence from the heat that passes through its neighboring cell. This is the fundamental principle of the effectiveness of mineral wool as an insulation.

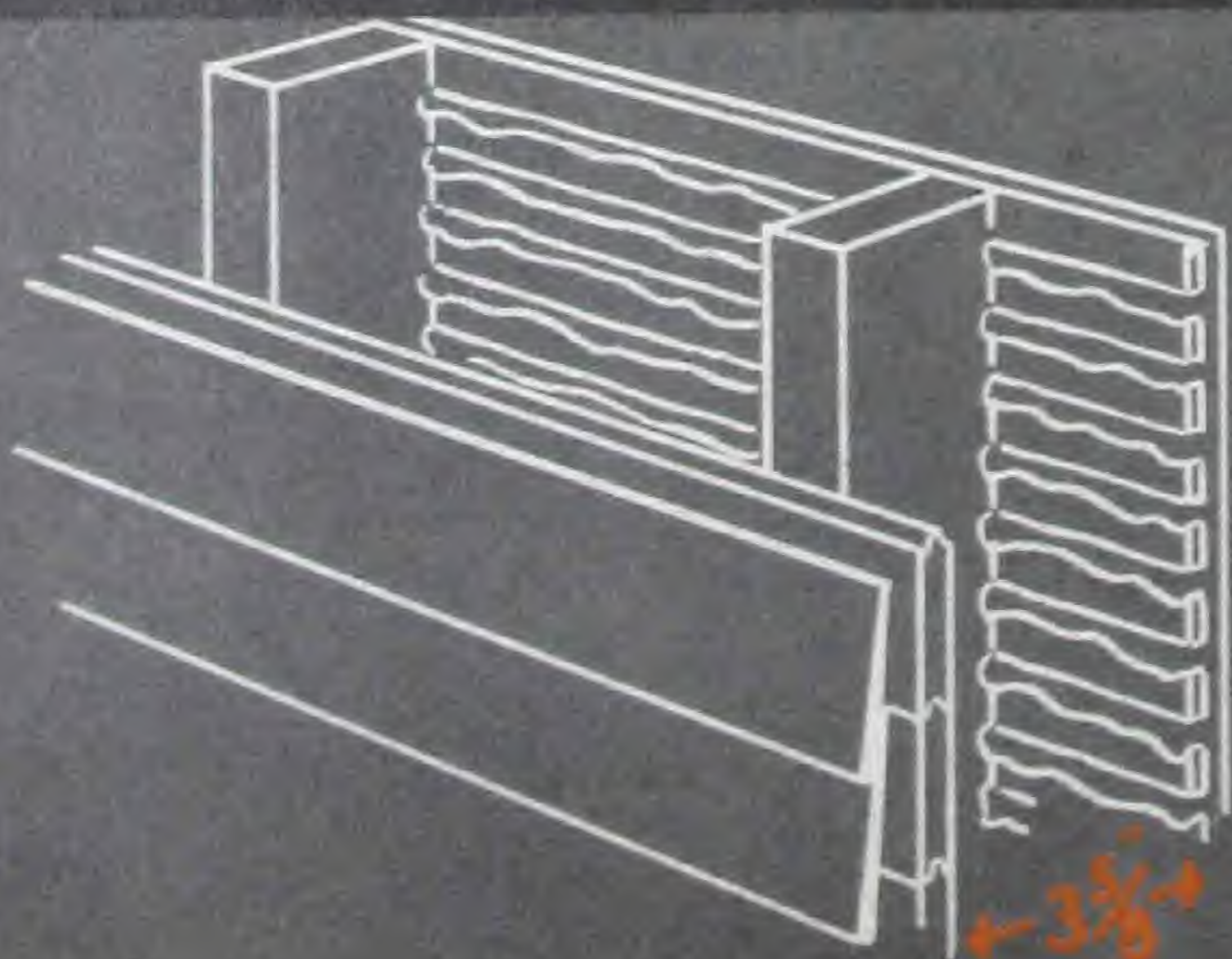
But it is conceivable to find a material that has a low conductivity that lacks some of the other advantages that insulation offers your home—such as a reduction of fire hazards. Sawdust, shredded paper or similar materials, may be poor conductors of heat, but they offer little resistance to fire. Therefore, one must also look to other factors before deciding on the material to be placed in the walls of a home.

Very little heat will keep that shivery northwest bedroom comfortably warm if the walls are filled with a thick, fire-proof, efficient insulating material like Eagle Insulation.



FILL THIS HOLLOW SPACE

Fortunately, there is a hollow space between the walls and in the attic, which can be insulated quite easily.



AND ALSO THIS ONE

Since upstairs rooms get hotter than any others, it is imperative that the attic be adequately insulated.



Selecting

THE OUTSTANDING FILL INSULATION

The "measuring stick" of the many fill insulations is a list of the features that the ideal material must have. The following points should be used as a basis for comparison.

- 1 **Efficiency:** Of all the points this one is unquestionably the most important. A material that isn't an efficient barrier to heat can't possibly keep your house comfortable.
- 2 **Weight:** The ideal insulation is light in weight because it contains a large number of the tiny dead air cells necessary for efficiency. However, a material must not be so light that the air cells are large, or this air will circulate and conduct heat. At the same time a certain mass is necessary so that the material will hold itself in position.
- 3 **Fireproofness:** Insulation is installed between walls and roof. Obviously, it should be fireproof; in fact, it should really be able to *check* the spread of fire, if the buildings in which it is installed are to be safe.
- 4 **Non-Conductor of Electricity:** Most electric wires within homes are protected, and represent little danger as a fire risk. However, an insulation which is a non-conductor offers added protection in case of short circuits.
- 5 **Water-Repellent:** Water is an excellent conductor of heat, so if an insulating material absorbs it, the insulation soon has but little better insu-

lating value than water itself. Moreover, any moisture absorbed by insulation may condense on walls or ceilings, ruining plaster, paint and woodwork.

- 6 **Durability:** When you have insulation installed, you want it to stay in place, to retain its efficiency so that the results it brings will continue as long as the building stands. With the ideal insulation, the first cost is always the last cost.
- 7 **Ease of Installation:** Even though you are interested in insulation, you wouldn't think of having it installed unless it could be applied in the walls and roof without muss or fuss; without your having to have the house practically torn apart and put back together.
- 8 **Integrity of Manufacturer and Contractor:** An important point for consideration when you compare insulating materials. Be sure the insulation you select is backed by a reputable manufacturer who has established the quality of his product. The authorized contractors for such a company will be experienced and dependable, assuring an efficient installation, neatly done—with every consideration for your convenience.

Checking various insulations against this list will reveal their weaknesses and their strong points. Very few materials will measure up to all these standards. But there is one—Eagle Insulation—that meets *every* requirement.

MUST INSULATION BE WALL THICK?

Insulation experts agree that insulation must be wall thick to be effective . . . to give real satisfaction.



MAKE YOUR OWN COMPARISON

Compare these insulating efficiencies of common building materials. (Chart based on APPLIED thicknesses.)

4"	Eagle Insulation for Homes
1"	Corkboard
1"	Insulating Wall Board
1"	Corrugated Asbestos (4-ply)
6"	Common Brick
8"	Regular Mix Concrete

COMPARE these insulating efficiencies of common building materials. (Chart based on APPLIED thicknesses.)

EAGLE INSULATION MEETS EVERY REQUIREMENT OF EFFECTIVE INSULATION

Eagle Insulation WHAT IT IS . . . HOW IT IS MADE



Fluffy, woolly Eagle Insulation, spun from mineral rock. Full of tiny, completely enclosed dead air cells, this material forms a positive barrier to the passage of heat. Blown into walls and roofs, it keeps homes cool in summer, warm in winter, and reduces fuel bills.

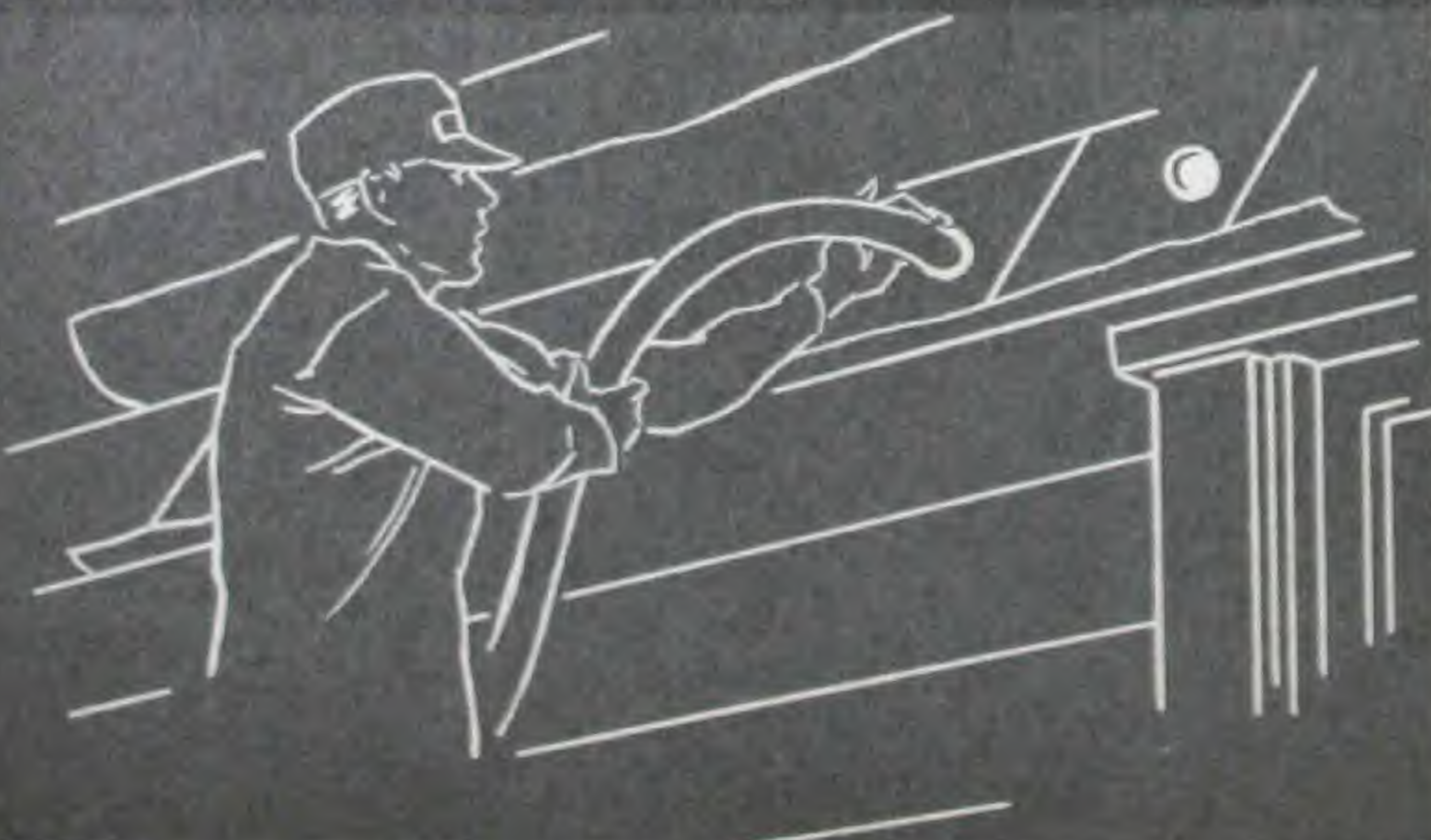
● Eagle Home Insulation is composed of minerals carefully selected after exhaustive experiment with a wide variety of raw materials. These are compounded in such proportions as to produce a material of outstanding insulating efficiency, and one which is readily adaptable for use in all types of building construction—a flexible product that may be installed speedily and conveniently.

In the manufacturing operation, the ingredients are melted at an extremely high temperature. The molten mixture is passed over a jet of live steam, which blows the material out into a mass of woolly fibers which is literally filled with tiny dead air cells. It is these minute pockets of dead air which give Eagle Insulation its outstanding value as an insulator.

The entire process is carried out with constant expert laboratory supervision of both raw materials and manufacturing operation, assuring a uniform product of indisputable superiority—a product that sets a new standard for efficiency, home comfort and economy.

INSULATE SIDEWALLS

Fill these spaces with Eagle Insulation. No alterations necessary. Applied pneumatically—no muss or fuss.



INSULATE ATTICS

Fill those in the attic, too. The whole job is done quickly—without inconvenience to the occupants.



WHAT YOU MAY EXPECT FROM EAGLE INSULATION

..... IN SUMMER

● Because Eagle Home Insulation turns back the sun's scorching heat, it helps keep your home cool on hot summer days and nights. Records kept of homes insulated with Eagle often show as much as a 15° temperature difference between inside and outside readings. And that includes upstairs rooms, too. Temperature there is usually within 1° of the lower floor. Full nights of restful sleep, therefore, come easily, naturally. Eagle Insulation keeps out the heat of the day, thereby allowing you to enjoy the natural coolness of night.



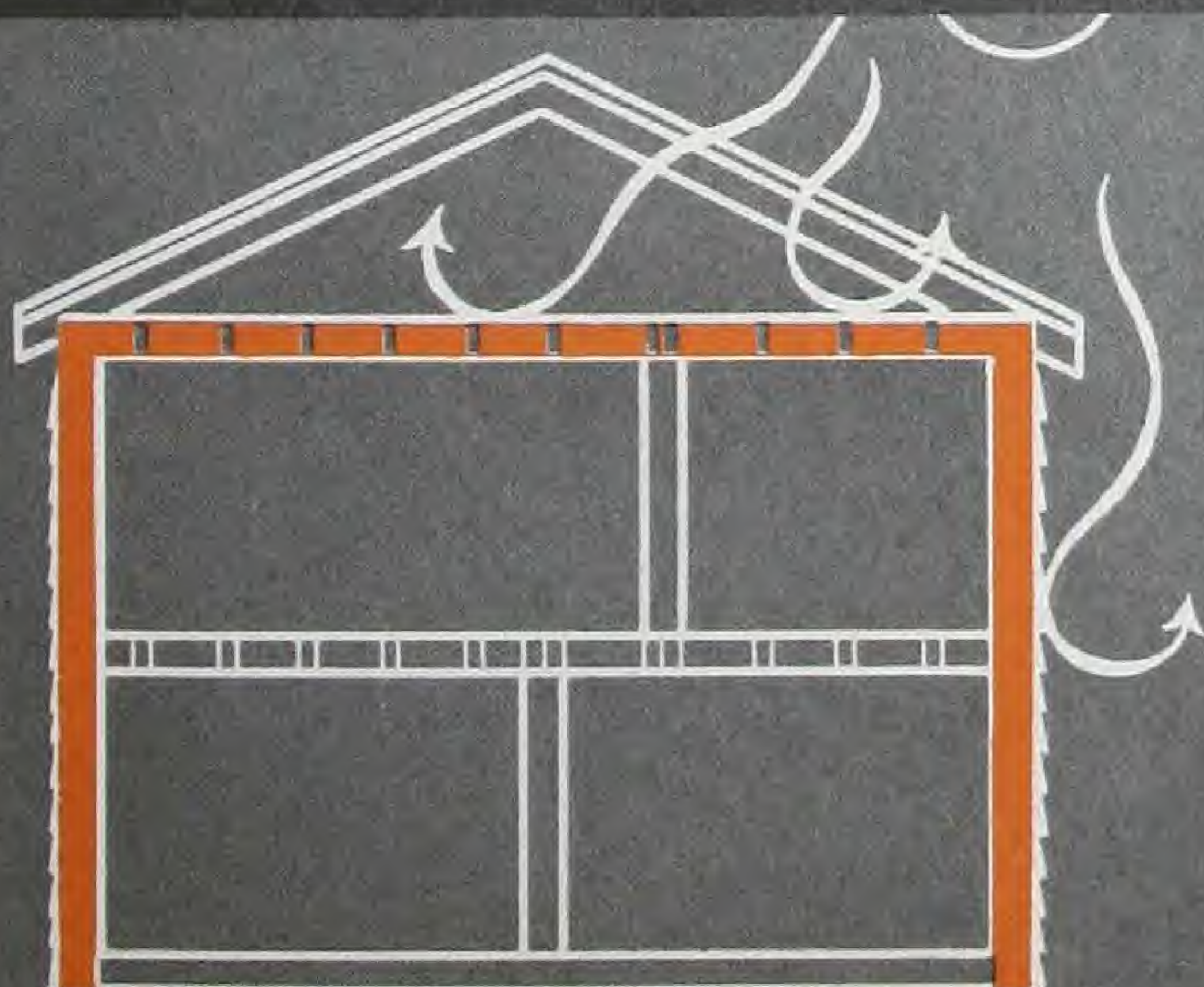
..... IN WINTER

● What a magic change this material brings in winter! Being thick and efficient, it keeps cold, damp air outside where it belongs, and warm, heated air inside, where it can do its work of making you comfortable. With Eagle Insulation securely packed between sidewalls and in the attic, your heating plant has a chance to fill your rooms with the warmth you desire. The interior of your home is never seriously affected by what happens to outside temperature.



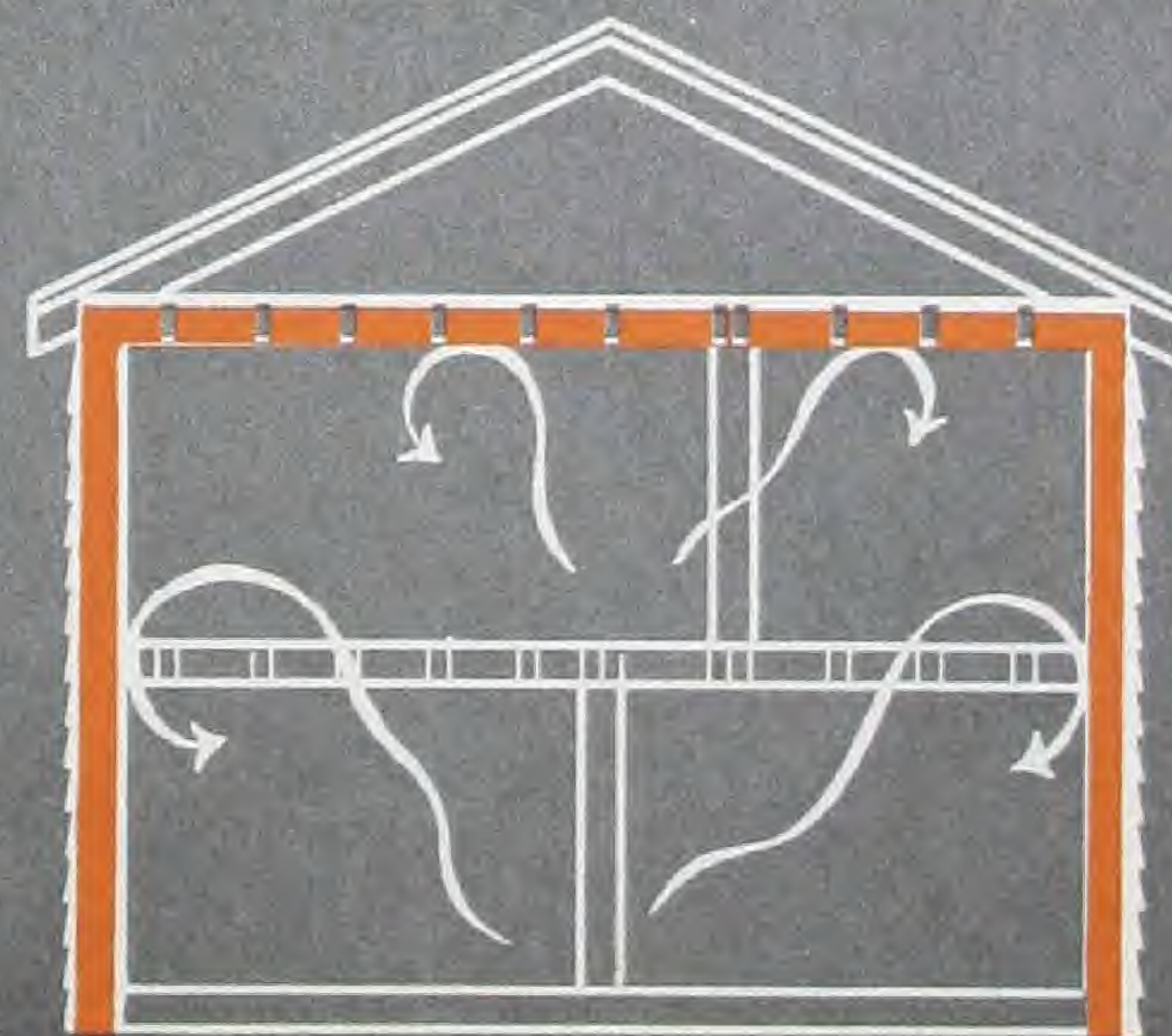
SUMMER RESULTS

The sun's blistering heat is kept outside. Every room stays as much as 15° cooler than outside temperature.



WINTER RESULTS

Warm air from heating plant stays inside. Rooms heat up quickly . . . uniformly . . . with less fuel.



CUTS FUEL BILLS

● Since Eagle Insulation does such an adequate job of making walls and roof heat-tight, it takes quite a load off your heating plant. Whether you burn gas, coal, coke or oil the savings generally run from 25% to 40% per season.

ESTIMATED FUEL SAVINGS PER SEASON						
Portion of House Insulated*	M Cubic Feet of Gas		Tons of Coal		Gallons of Oil	Fuel Saving
	Natural	Artificial	Anthr.	Bitum.		
Uninsulated	269	448.4	13.95	17.12	2339.3	—
Ceiling Only	207.5	345.8	10.76	13.21	1804.5	22.87%
Entire Residence	139.9	233.2	7.25	8.90	1216.7	47.99%

*House located in St. Joseph, Mo. Size 30'x40'x18'. Heating season: 210 days.

ELIMINATES DRAFTS

● Drafts are the cause of much discomfort and sickness. Cold air simply cannot penetrate the thick barrier of Eagle Insulation installed in walls and attics.

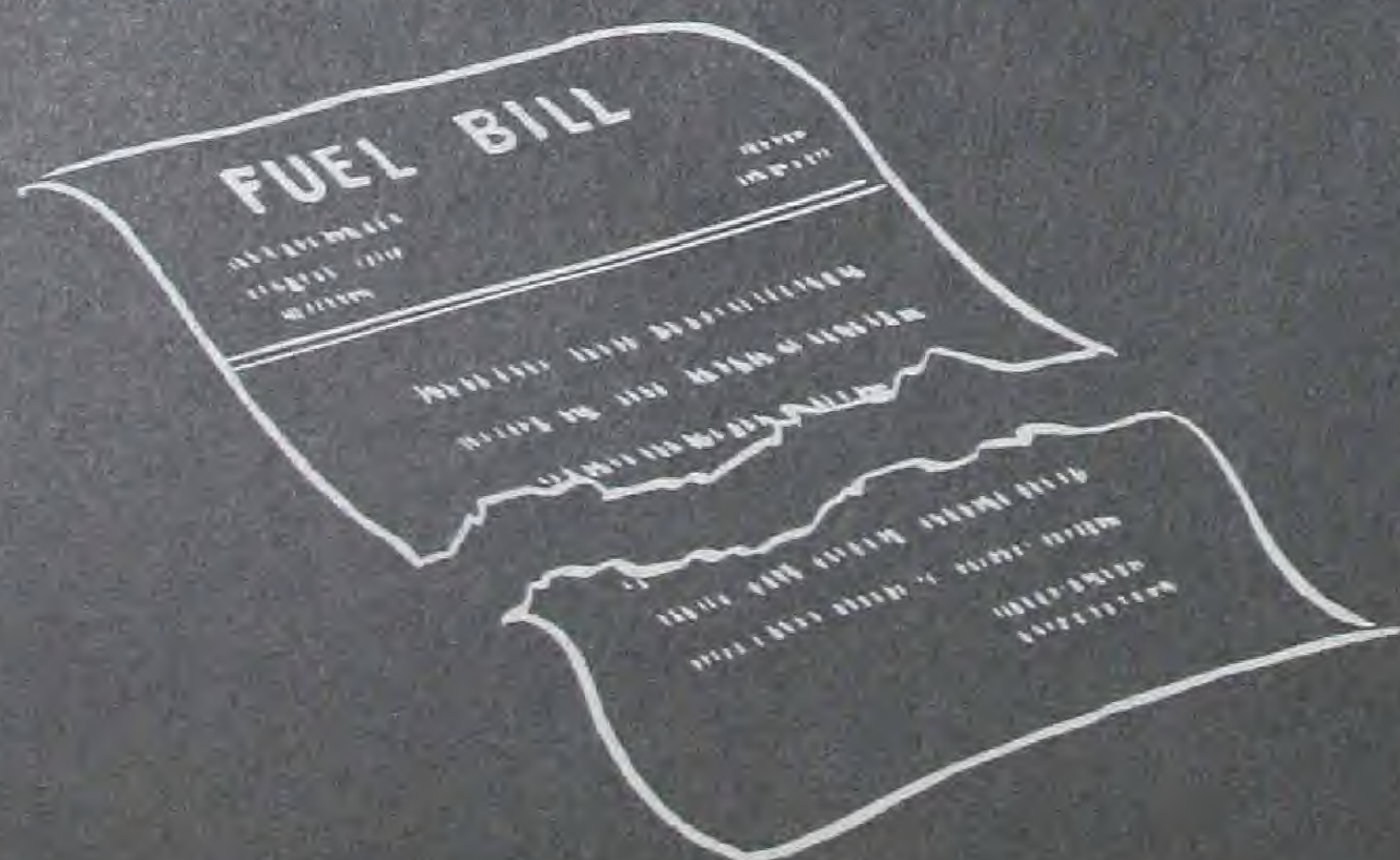
PREVENTS LATH MARKS

● Air, seeking the passage of least resistance through porous plaster ceilings, passes inward or outward between laths. The plaster acts like a filter, gathering a deposit of dust and soot, which forms unsightly stripes. Because Eagle Insulation blocks these air currents, the source of lath mark trouble is permanently corrected. Decoration need not be done so frequently.



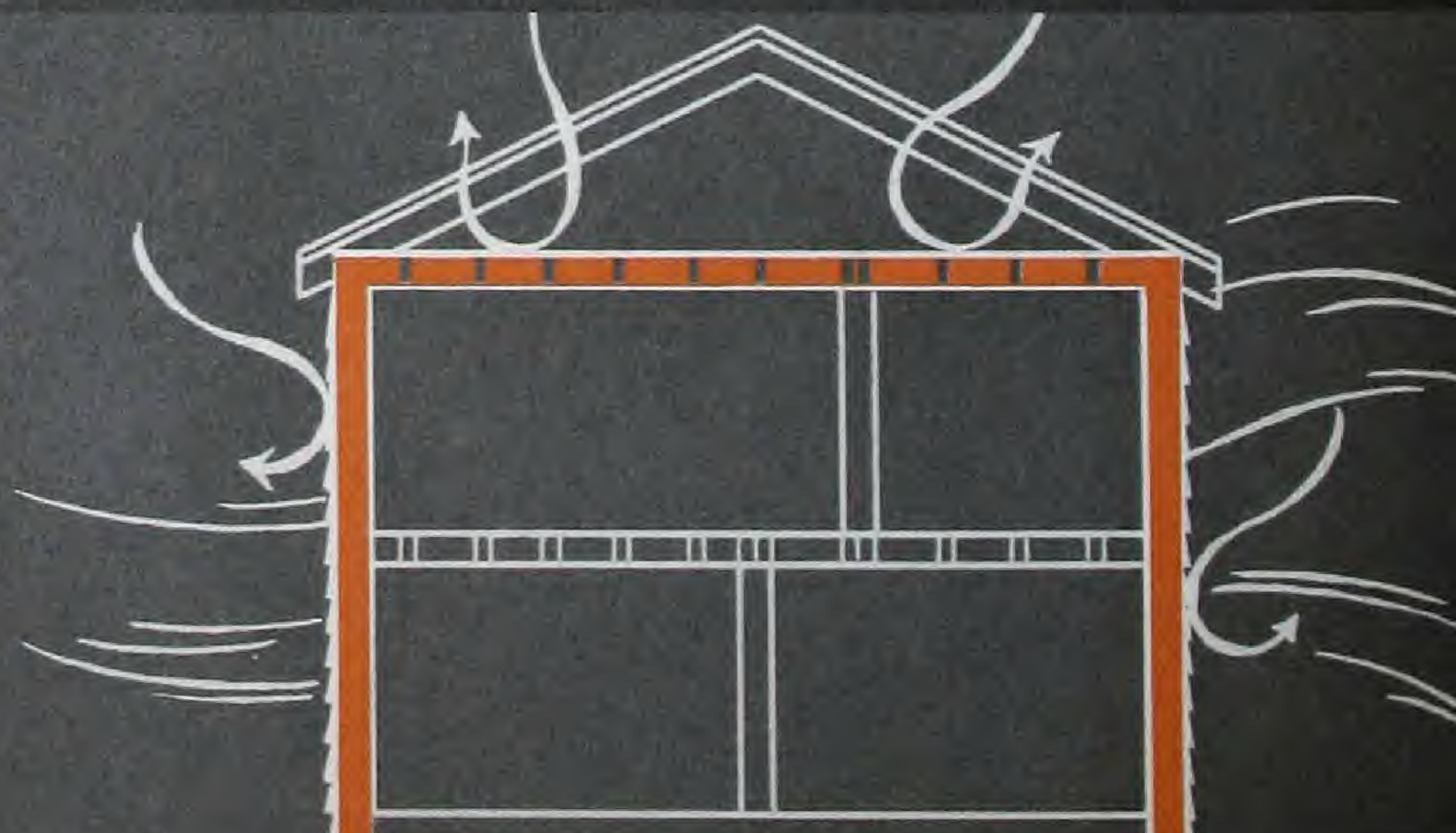
FUEL BILLS GO DOWN

Eagle Insulation cuts fuel bills as much as 40% because it keeps warm air from the heating plant inside.



DRAFTS VIRTUALLY ELIMINATED

Eagle Insulation keeps damp, cold air outside, thus eliminating discomfort caused by drafts.



MORE HEALTHFUL HOMES

● Because homes insulated with Eagle are cool in summer, warm in winter, free from drafts and uneven temperature, they are more healthful. Public health studies in New York City schools show that uneven indoor temperature often results in colds. By keeping temperature at a more even level, Eagle Insulation reduces the probability of colds and the more serious diseases that may result from them.

ELIMINATES WALL-SWEATING

● Wall-sweating is caused by atmospheric moisture condensing when it strikes the cold uninsulated wall surface. It usually means costly redecorating. Eagle Insulation eliminates this trouble, for it keeps the wall surface at approximately room temperature.

GREATER FIRE PROTECTION

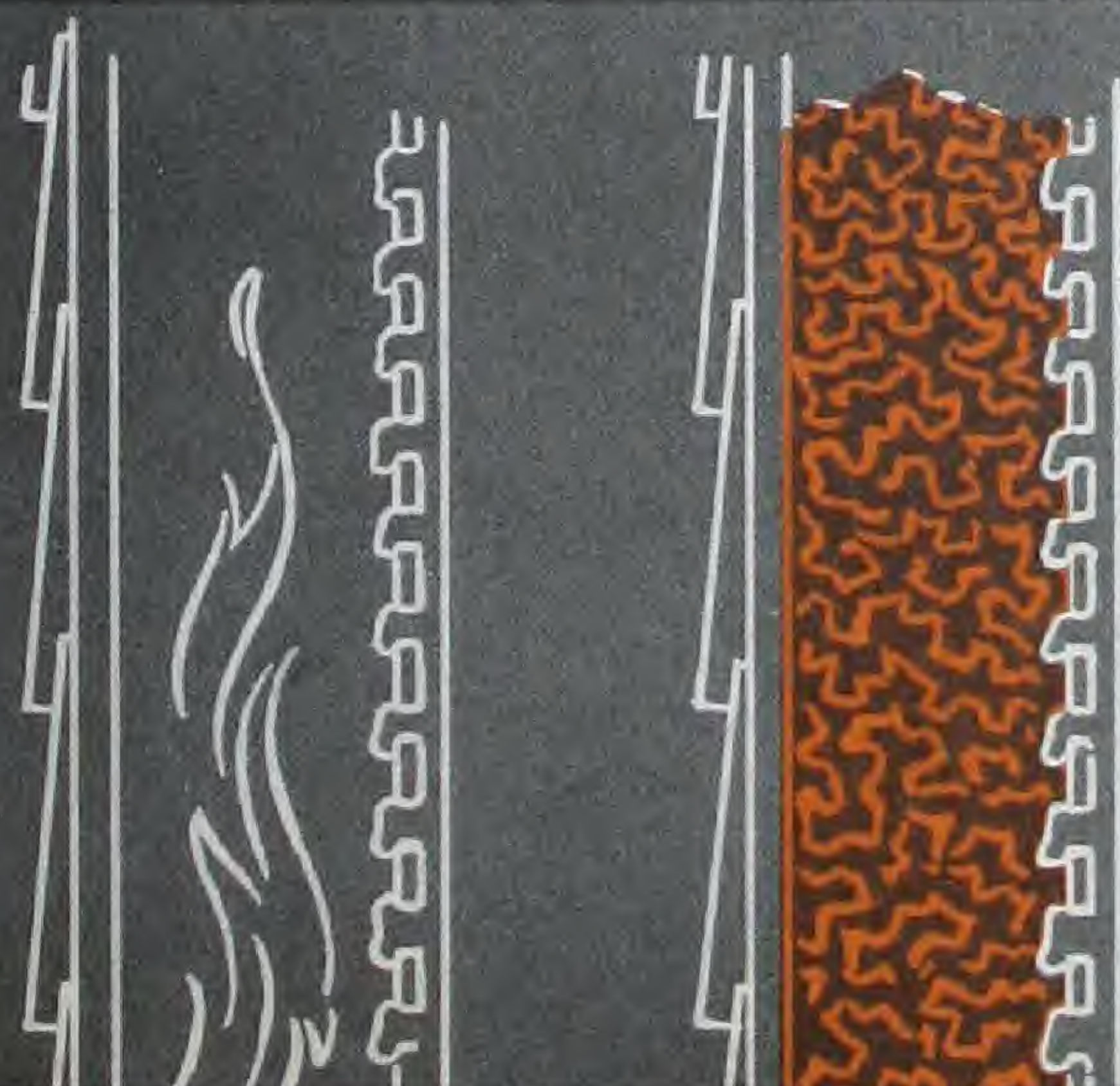
● Eagle Insulation is fireproof and will not conduct electricity. Installed in a house, it actually lowers the fire risk. This is particularly true when it is put in the sidewalls, completely filling them so that air circulation in the hollow space is impossible. Because the house is easier to heat, there is less danger of fire from overworked furnaces.

Even a blow-torch flame can't ignite Eagle Insulation, because this wool is absolutely fireproof.



REDUCES FIRE HAZARD

Fire readily travels up hollow space in uninsulated house. Eagle Insulation, being absolutely fireproof, eliminates this danger.



THE SIGN OF EFFICIENT INSULATION

Snow on the roof of an Eagle Insulated house is proof of the material's ability to keep heat inside.



MAKES HOMES MORE VALUABLE

● Fuel savings, comfort, reduction of fire hazard, and the many other advantages brought by Eagle Insulation make the Eagle-Insulated home truly modern, far more valuable. If the house is rented, it fully justifies an increased rent. Resale value is also increased. To the people who occupy the house, the value of comfort and safety is almost too great to be calculated.



Essential TO HOMES THAT ARE

OR WILL BE AIR-CONDITIONED

● Trying to air-condition an uninsulated house is like trying to keep the interior of an ice-box cold with the door standing open. It *can* be done—but it's expensive. Effective insulation is the first step toward air-conditioning efficiency.

Eagle Insulation, easily and efficiently installed in walls and ceilings, keeps the cool, "conditioned" air inside, won't let it escape. At the same time, it keeps the heat of the sun outside, where it can't warm up the interior and waste the energy of the air-conditioning unit.

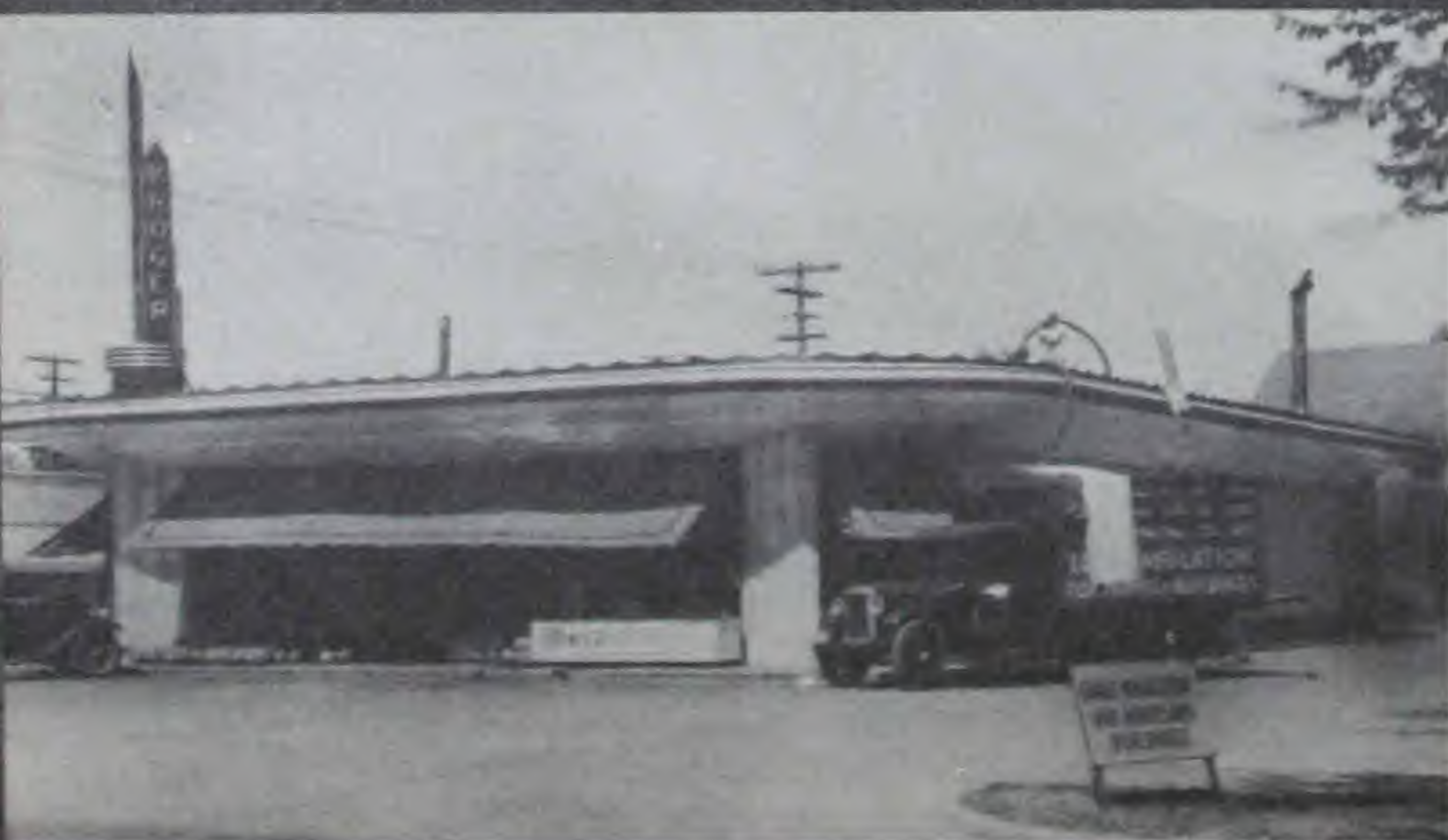
As a result of its remarkably high efficiency, Eagle Insulation considerably reduces the operating and maintenance expenses of air-conditioning. It also reduces initial cost, because houses insulated with Eagle do not require such large units. The savings in the cost of equipment frequently exceeds the cost of the insulation.

The results of an Eagle installation in a large theater are shown on the opposite page. The cost reductions effected by Eagle in an air-conditioned house or building are equally impressive.

EAGLE INSULATION MEANS COMFORT IN SUMMER

Heat can't penetrate thick 4" layer.

Inside air remains cool.



Results

OBTAINED FROM EAGLE INSULATION

THE PARAMOUNT THEATER, MONTGOMERY, ALABAMA, SEATING CAPACITY 1500.



- ① Reduced season's cost of electricity used for refrigeration by \$941, a reduction of nearly 40%.
- ② Made it possible to keep the theater cool on hottest days. This could not be done before insulation.
- ③ Decreased necessary operating time of refrigeration machinery.
- ④ Reduced repair bills. Increased the anticipated life of machinery approximately 50%.
- ⑤ Reduced cost of carbon dioxide refrigerating gas \$120 per cooling season.
- ⑥ Reduced fuel consumption during the winter season by 24 tons.

FUEL SAVINGS AND COZY WARMTH IN WINTER

Fuel savings soon pay for material.

The whole house heats up quickly.



**MERITS OF EAGLE INSULATION HAVE
BEEN PROVED IN ACTUAL SERVICE
—AND BY UNBIASED AUTHORITIES**

Unmistakable Evidence **OF SUPERIORITY OF EAGLE INSULATION**

● Eagle Insulation has been tested by unbiased authorities — authorities who recognize products only after they have proved their worth in exacting experiments. The results of these rigid tests testify to the superior features of Eagle Insulation, under the severest of conditions. But the merits of a product like Eagle Insulation cannot be

established by laboratory tests alone. Performance in actual service should also be considered. So, along with a description of laboratory tests, we present statements typical of those received from people who have actually experienced the results brought by Eagle Insulation.

BUREAU OF STANDARDS TESTS PROVE SUPERIOR INSULATING VALUE OF EAGLE INSULATION

● The United States Bureau of Standards gives Eagle Insulation a thermal conductivity rating of 0.27*.

This means that one inch of Eagle Insulation will stop heat flow as effectively as would 3½ feet of concrete. This fact sounds remarkable in itself, but it is only part of the story. One

inch of the material is not really adequate. Eagle Insulation is installed in walls and roofs in a layer 3½ to 4 inches thick—giving an insulating value equivalent to more than 12 feet of concrete! A maximum of protection against the escape of furnace heat in winter—the entrance of the sun's blistering heat in summer.

**Only 0.27 British Thermal Units of heat will pass through a square foot of Eagle Insulation one inch thick in an hour, when the temperature difference between the two sides is 1° Fahrenheit. (Mean temperature 103° F.)*

REMARKABLE FUEL ECONOMIES IN EAGLE-INSULATED HOMES

Fuel reductions run as high as 40%.

Heat is kept inside where it belongs.



Fireproof

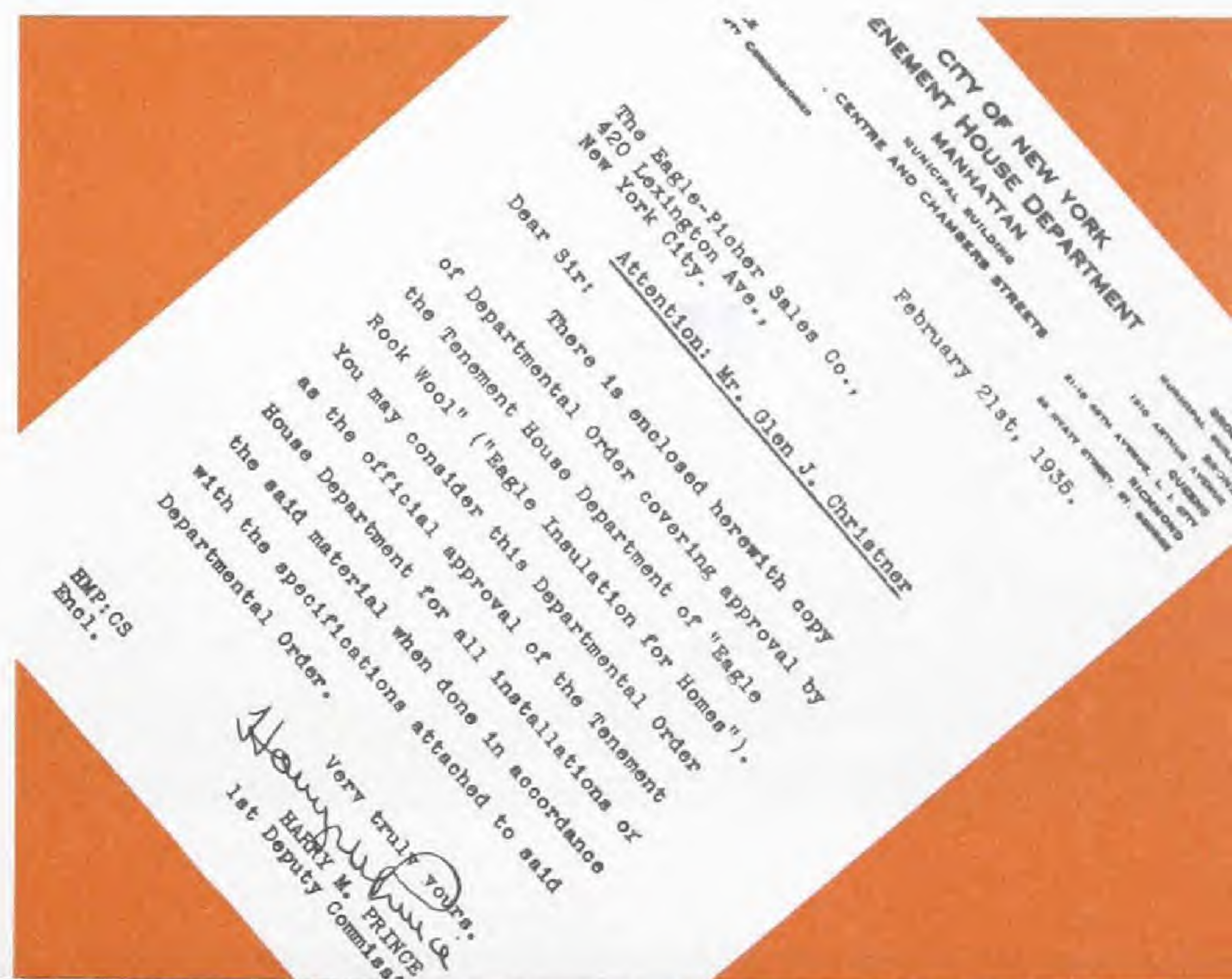
COLUMBIA UNIVERSITY LABORATORY TESTS SHOW THAT EAGLE INSULATION PREVENTS SPREAD OF FIRE

● The Civil Engineering Laboratories at Columbia University built a typical wall panel of lath, plaster, and wood studding, and filled it with Eagle Insulation. This panel was made to form one side of a furnace, the remainder of which was made of fire-brick. The temperature inside the furnace raised to 1700°

in a half-hour, and was held at this terrific heat for another half-hour. On the side exposed to the fire, the plaster fell away completely after the test, showing wood lath completely consumed and studs charred to $\frac{2}{3}$ of their depth. On the unexposed side, neither wood lath nor plaster was harmed—definite proof that Eagle Insulation stops spread of fire.

APPROVED BY CIVIC BUILDING BUREAUS

● The Columbia University test was witnessed by several members of the Bureau of Buildings of the City of New York. As a result, the Board gave its full approval to the use of Eagle Insulation "where fire-retarding is required under the provisions of the Building Code and the Multiple Dwelling Law". Similar acceptance has been granted by other civic agencies such as the Building Department of the City of Boston and the Board of Tenement House Supervision of the State of New Jersey.



EAGLE INSULATION HELPS PREVENT DISASTROUS FIRES

The material itself is absolutely fire-proof.

Eliminates necessity of forcing heating equipment.



A True Story

HOW EAGLE INSULATION PREVENTED SPREAD OF FIRE

● These photographs show how Eagle Insulation checked what might have been a disastrous apartment fire, in East Yonkers, N. Y. The building is the beautiful Parkway Towers Apartment, insulated only a few months before the fire with Eagle Insulation. Crossed wires above the insulation started a spectacular fire. Seventy-five families fled from their



apartments. The whole building seemed doomed to ruin. But the blaze was quickly brought under control. A 4-inch blanket of Eagle Insulation, between ceiling beams in all top-floor apartments, kept the roaring flames from spreading to the apartments below. The roof was almost completely destroyed, but the top-floor ceilings were not even scorched . . . a dramatic demonstration of the fireproof protection Eagle Insulation gives to any building where it is installed.

MORE HEALTHFUL TEMPERATURES ALL THROUGH THE HOUSE

No excessively hot rooms in summer.

Entire house heats up uniformly in winter.



PROOF OF THE MOISTURE REPELLENT PROPERTIES OF EAGLE INSULATION

● The Underwriters' Laboratories performed tests to show that Eagle Insulation is highly impervious to moisture. Samples exposed to completely saturated atmosphere for 100

hours gained less than two one-thousandths in weight due to moisture absorption! In a more normal atmosphere (50% relative humidity), they gained only an infinitesimal percent in weight in 200 hours!

EAGLE INSULATION IS A NON-CONDUCTOR OF ELECTRICITY

Eagle Insulation has been tested by unbiased authorities with regard to its safety in use. These tests have proved Eagle Insulation to be

a non-conductor of electricity, consequently it not only is perfectly safe to use around wiring, but actually serves as a safeguard.

Non Settling RESEARCH LABORATORY TEST PROVES EAGLE INSULATION WON'T SETTLE

● An ordinary small wall panel was built, filled with Eagle Insulation and securely fastened to a machine especially designed to repeatedly lift the panel and let it fall freely. The machine lifted the panel and dropped it $\frac{1}{4}$ inch, 116 times per minute for 4 hours! Of course, no house could ever be vibrated so unmercifully, even by an earthquake. This

would amount to having the house picked up and dropped $\frac{1}{4}$ inch 27,840 times. Yet, the shrinkage of the insulation was so small as to be negligible—only fourteen thousandths of the original volume had shrunk! This means that when Eagle Insulation is installed in walls and roofs of homes, it cannot settle and leave unprotected empty spaces.

WALLS KEPT NEAR ROOM TEMPERATURE

Wall-sweating virtually eliminated.

Helps prevent unsightly lath marks.



SOME SIMPLE TESTS THAT PROVE THE SUPERIORITY OF EAGLE INSULATION

● If you want a sample of Eagle Insulation for testing purposes, just drop a line to The Eagle-Picher Sales Company, Cincinnati, Ohio, or see the Eagle contractor who gave you this book. A generous free sample will be provided — without obligation.

..... BOILING WATER TEST

● Pour a cup of water into a suitable pan. Put the pan on the kitchen range, and let it heat. Notice that the water boils in a very few minutes. Now pad an inch or two of Eagle Insulation on the grill over the burner. Put another cup of water into the pan, and place the pan over the pad. Try to boil the water again. If the flame does not reach around the edges of the pad, the water won't heat up; in fact, the top side of the pad won't even get warm!

When only one or two inches stops the heat from your kitchen stove so easily, think how effectively a four-inch layer of Eagle Insulation will stop the sun's blistering heat from entering homes in summer and keep furnace heat inside in winter.

..... ICE TEST

● Place a piece of ice between two layers of Eagle Insulation. Then play the flame from a blow-torch on the wool for ten or fifteen



FURNACE-TENDING TROUBLES LESSENERED

Less fuel required to heat house.

Furnace quickly heats up the entire house!



minutes. Remove the insulation. The ice is still there, affected only slightly if at all. The reason is that the ice soon cools down its little pocket in the wool to approximately the freezing point. In this case the insulation serves as a miniature refrigerator.

... FIRE-RETARDING TEST

● Put a layer of Eagle Insulation one or two inches thick in the cardboard sample box. Play the flame from a blow-torch on top of the wool as long as you please. The fire cannot reach the cardboard bottom of the box, cannot even scorch it! Think of the fire protection a four-inch layer would give your home when installed in the roof and side walls!

... MOISTURE-REPELLENCE TEST

● Dip a wad of Eagle Insulation into a glass of water. It sheds the water like a duck's back.

Take a box of Eagle Insulation and make a slight indentation in the surface of the wool. Into this, pour a few drops of water. Notice how the water stays on top, rolls around like beads of mercury on glass. It does not readily sink in, for Eagle Insulation is moisture-repellent. Moisture cannot harm it.



EAGLE INSULATION—A WORTHWHILE INVESTMENT

Brings comfort the year 'round.

Deadens sound . . . shuts off street noises.



WHAT DOES IT COST TO HAVE EAGLE INSULATION INSTALLED IN A HOUSE?

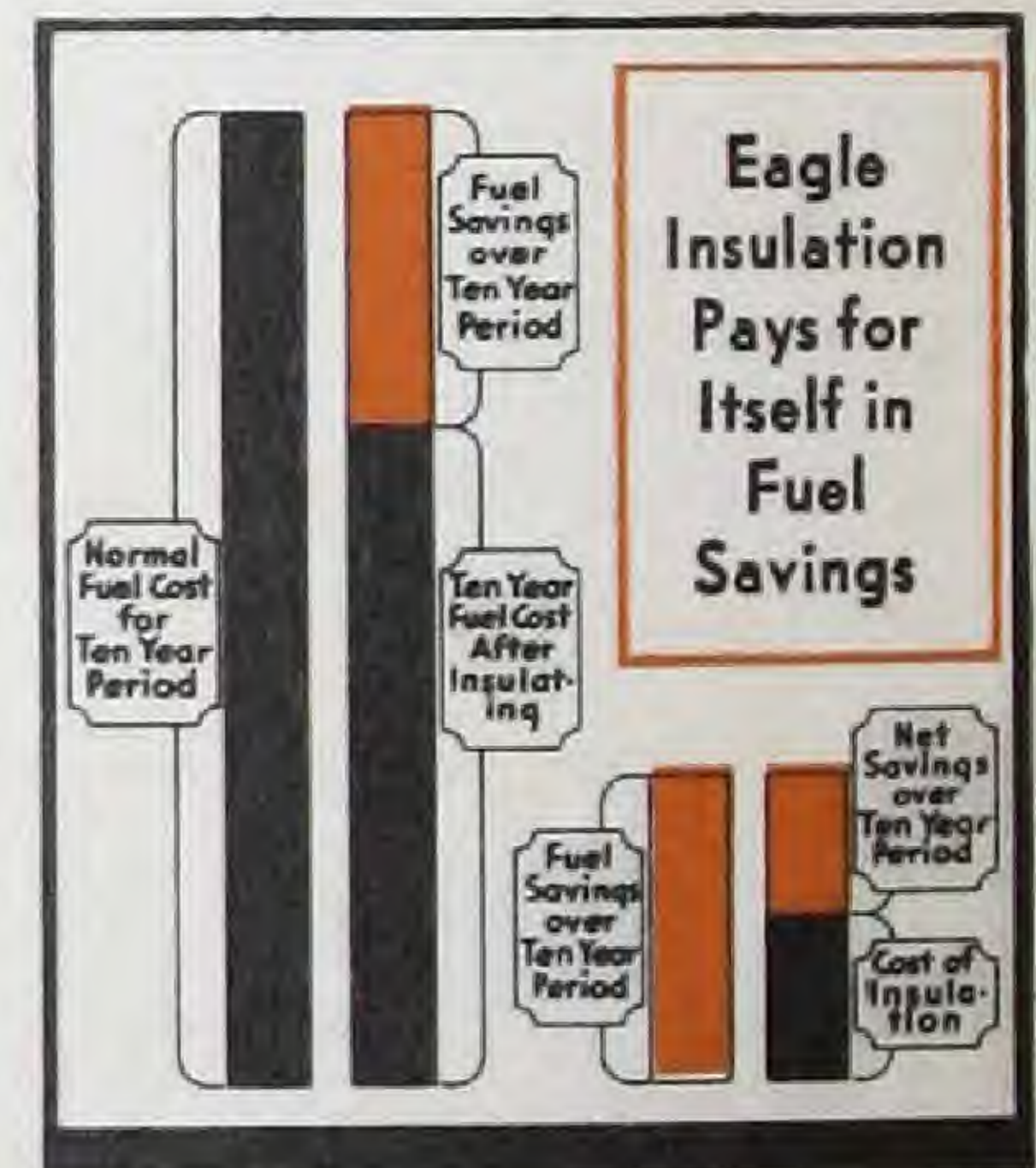
Inexpensive EAGLE INSULATION SELLS FOR A LOW PRICE

● The cost of insulating a home depends, of course, entirely upon the size of the building, the areas insulated, and the amount of labor required to reach the points to be protected by the material. Generally, the cost will vary from as low as \$6 a month for a year's payment period to as much as \$16 a month for a three-year payment. The correct way to find out exactly what it will cost to have Eagle Insulation blown into your home is to have the authorized Eagle contractor give you an estimate.

A few people shy away from calling the contractor because they are afraid that they will obligate themselves or be pestered by a high-pressure salesman. But all Eagle contractors have a uniform policy that eliminates both these objections. They look upon the opportunity of submitting a price as a good-will

service, and will not permit their representatives to abuse the privilege. Feel free to call on them. You will be surprised to learn how inexpensive Eagle Insulation really is.

Most people, as a matter of fact, don't consider the initial price important. They look at it this way: "Here—I have a house that isn't comfortable. Air seeps through walls and roof like a sieve. Rooms are hot in summer, cold in winter, and fuel bills are exorbitant. In other words, I'm actually paying for insulation without having it. Why not take the necessary steps and enjoy the comfort it brings? The savings in fuel costs alone will soon equal



RELIEF FROM HEAT BROUGHT BY EAGLE INSULATION

Keeps sun's blistering heat outside.

Interiors become as much as 15° cooler.



the total amount of the investment, and after that I'll have these savings to use for something else."

These people have the right idea. Insulation not only brings comfort to a home all year 'round, it is actually a good investment—one that will pay dividends in fuel savings for years to come, and increase the value of your home.

Payments may be arranged so that they are

spread out over a period of a year or more, by utilizing Eagle-Picher's deferred payment plan. This, incidentally, is identical with the liberal plan originated by F. H. A. The "red tape" has been practically eliminated. There are no embarrassing questions to answer. It is merely a question of qualifying—and you can do that easily. Complete details are available from the same man who calls to make the measurements. Ask him to come around immediately. There is no obligation.

Installed Pneumatically

EAGLE INSULATION IS INSTALLED WITHOUT ALTERATIONS...NO MUSS OR FUSS

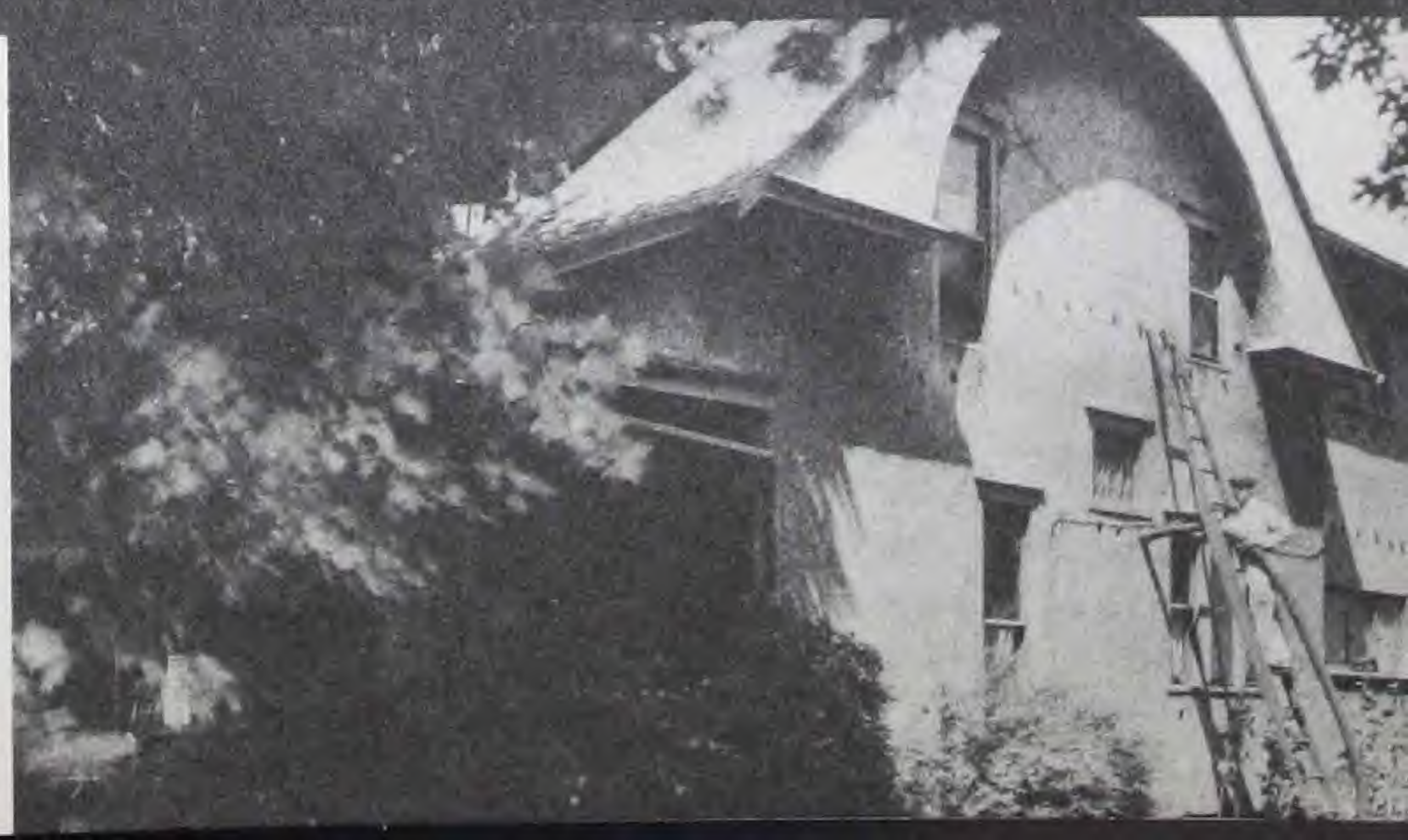


● Eagle Insulation is very easily installed in almost any kind of home, new or old. The soft, light, fluffy wool is merely blown into walls and roofs through a hose leading from a special pneumatic machine mounted on a truck. This method of installation is important because it assures an *efficient* job. No insulation is any more efficient than its weakest point—and *there are no weak spots* in an Eagle job. The hose blows the material into every nook and cranny where heat might pos-

INSULATED HOMES ARE MORE VALUABLE

Everybody wants a comfortable home.

People are willing to pay for comfort.



sibly leak through — points which cannot possibly be reached except by pneumatic application.

There's no muss, fuss, or inconvenience about an Eagle insulating job. If the attic is unfinished, the hose is brought through a convenient window. The insulation is then blown between the joists. Where top floors are in use, small openings are made through the roof from outside and the hose inserted into these. Walls are insulated in the same way, the openings being made in just enough places so that the entire wall space can be filled. All the openings are skilfully repaired when the installation is completed.

The whole job is done without inconveniencing the occupants of the house in the least. In fact, the work is often completed before anyone inside realizes that the crew has been there! And when the crew has gone, there's not a bit of difference in the appearance of the house. But what a difference inside! Comfort and fuel economy are now just as much a part of the house as the very foundation.

For homes under construction, Eagle Home Insulation comes in "bat" or "pillow" form approximately four inches thick. These "bats", being just the right size to fit snugly between studdings and joists, are inexpensive to apply. They bring to your home thick, fireproof insulation that keeps heat where it belongs — inside during winter; outside during summer.

FRAME



BRICK VENEER



STUCCO



SATISFIED HOME-OWNERS PRAISE WORKMANSHIP

All openings are skilfully closed.

The insulation is installed quickly.



EXPERIENCED CONTRACTORS DO THE WORK

● Eagle Insulation is always applied by experienced contractors who have been selected for their competence and integrity. The installation crew is trained especially for the job, assuring an efficient, neat installation. Eagle crews leave no part of their work undone. They try to leave the home just as spotlessly clean as it is found—no woodwork marred, no dust and dirt left behind, even in the garden care is taken to see that flowers are not trampled or harmed.



Permanent Investment ONCE INSTALLED, EAGLE INSULATION NEVER WEARS OUT

● Eagle Insulation is made from minerals which were carefully selected after years of painstaking research. These minerals, fabricated into fluffy, woolly Eagle Insulation, retain all their original characteristics except their hardness and density. For that reason, Eagle Insulation is fireproof, moisture-repellent, and just as permanent as the minerals

themselves. Fire cannot harm it nor decrease its efficiency. Moisture cannot cause it to deteriorate.

All these features mean permanence. Eagle Insulation helps keep buildings comfortable as long as they stand — continues to keep down fuel bills year after year.

CONTRACTORS' CREWS ARE ALL WELL-TRAINED

All work is done carefully.

Neat workmanship is assured.





**SINCE
1843**

Ed. Fingers

MODERN HOME INSULATORS, Inc.

Eagle Flint-Rock Wool House Insulation

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Ask about our Deferred Payment Plan